

<<商业动力>>

图书基本信息

书名：<<商业动力>>

13位ISBN编号：9780470120750

10位ISBN编号：0470120754

出版时间：2007-1

出版人：John Wiley & Sons Inc

作者：Shearer, Robert

页数：240

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商业动力>>

内容概要

"Business Power is an essential handbook for every business leader. Creating and growing IP is a critical element of innovation and accelerates the transformation of knowledge to market value. Business Power provides a step-by-step approach to value creation." "It is difficult to overstate the importance of effectively managing intellectual property assets in the current and future global business landscape. This book gathers together a unique collection of thought leaders on every aspect of intellectual property management. Whether you are interested in brand management, human capital management, patent portfolio management, trade secret management, or anything in between, and whether you are an interested observer of business, or a CEO of a Fortune 500 company, you will gain something from this book." "Business Power provides valuable strategic and tactical knowledge about IP and its role in corporate performance. The book presents a unique collection of views about creating, and sustaining competitive performance and increasing value in a global economy. A must-read for business leaders and lawyers alike."

<<商业动力>>

书籍目录

Section One Up FrontForeword (The Honorable Robert CCresanti)AcknowledgmentsIntroductionSection Two Defining the StakesChapter 1 Building IP Value in the Corporation (Mike Geoffrey) IP ' s Impact on Corporate Global Competitiveness Innovation, Differentiation, and the Avoidance of Commodification One View of the Innovation Process Shifting the IP Paradigm: A Simple Business Model A Value Proposition Shifting the IP Paradigm: Changing Practices and PoliciesChapter 2 Corporate IP Management in the Global Market (Bill Coughlin) The Age of IP IP Management and Reporting Policy at Ford Measuring IP and WhyChapter 3 IP and Its Effects on Corporate Research and Development (DrVassilis Keramidas). IP Impact on Research Examples of the Unplanned Benefits of Research New Challenges to the Managing Executives Next StepsChapter 4 The Economic Infrastructure, Standards, Regulations, and Capital Markets (DrSteve enning) IP Management ' s Two Dimensions—Internal and External The IP External Landscape Intangible IP SEC and FASB Initiatives Why Disclosure Is Important to Growth IP Savvy Commands a Premium on Wall Street Measuring Intangibles New Capabilities Requirements IP Influence on the Private Enterprise What Can We Do? Section Three Creating the AssetsChapter 5 Human Capital: The Forsaken Resource (Ed Paradise) Forsaken Resource Key Skills for Success in the Twenty-First Century The Educational SystemChapter 6 How to Turn White Space Dark for Fun and Profit (Steve Parmelee) “ White Spaces ” “ I Know What I Need—Sort Of ” The Ugly Inventing Session Doing It Right—Filling the White Spaces Select a Dedicated Process Champion Preparation Team Selection. Focus and Steering Capture the Ideas Evaluating, Filtering, and Grouping Prioritization Memorializing and Documentation ConclusionChapter 7 Capturing the Value of Trade Secrets (RMark Halligan, Esq.)Chapter 8 Intellectual Property Drives Corporate Changes to Create New Wealth (Bob Shearer and Bruce Stuckman)Chapter 9 Valuing Intellectual Property (Dave Haug)Chapter 10 Competitive Power through Integrated IP Strategy (DrJan Jaferian)Chapter 11 Accelerating Wealth Creation through IP Management in the Mid-Market Company (DrMark Karasek)Chapter 12 Intellectual Property ' s Impact on Corporate Financial Management (Christopher JLeisner, CPA, CMC)Chapter 13 Defining Brand and Reputational Value (Jonathan Low and DrPam Cohen)Chapter 14 Internal Operations to Leverage IP Assets (DrSteve Henning)Chapter 15 Value-Added Litigation (Karl RFink)Index

<<商业动力>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>